Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): Method of enhancing web page delivery, comprising the steps of:

distributing links across the Internet to improve visibility of a web site, said links created through a marketing control engine, and wherein said links point to said marketing control engine;

receiving a ~~request~~request, at said marketing control engine, for a web page content from a requestor;

identifying the requestor as either a human visitor or a search engine spider by examining a user-agent tag and an IP address of an HTTP request of the requestor, and comparing the user-agent tag and the IP address with requesting agent ~~characteristics stored in a signature database; and~~ characteristics;

dynamically creating a virtual web page wherein content of said virtual web page is tailored to a specific search engine, and wherein said virtual web page provides linking data such that a search engine search result for said virtual web page contains a URL that points to said marketing control engine;

delivering said virtual web page to an identified search engine spider;

redirecting said identified human ~~visitors~~visitor from one of said links pointing to said marketing control engine to a web page in an existing ~~web site~~web site of said online marketer;

logging redirections, of identified human visitors, and visits, by search engine spiders, for reporting to said online marketer;

tracking movements of said identified human visitors across said web site of said online marketer; and

analyzing web traffic generated through said marketing control engine.

Claim 2 (currently amended): Method of enhancing web page delivery, comprising the steps of:

distributing links across the Internet to improve visibility of a web site, said links created through a marketing control engine, and wherein said links point to said marketing control engine;

receiving a request for a web page content from a requestor;

identifying the requestor as either a human visitor or a search engine spider;

~~dynamically generating one or more web pages optimized for identified search engine spiders; and~~

dynamically creating a virtual web page wherein content of said virtual web page is tailored to a specific search engine, and wherein said virtual web page provides linking data such that a search engine search result for said virtual web page contains a URL that points to a marketing control engine;

~~returning the one or more dynamically generated web pages to the identified search engine spider.~~

delivering said virtual web page to an identified search engine spider;

redirecting said identified human visitor from one of said links pointing to said marketing control engine to a web page on said web site of said online marketer;

logging human visitor redirections, and visits by search engine spiders for reporting to said online marketer; and

Claim 3 (canceled)

Claim 4 (original): The method of claim 2, wherein different web pages are dynamically generated depending upon the particular search engine spider identified as the requestor.

Claim 5 (original): The method of claim 2, wherein updateable templates are merged with user entered data to dynamically generate the one or more web sites.

Claim 6 (original): The method of claim 2, wherein updateable templates are merged with information stored in a catalog database to dynamically generate the one or more web sites.

Claim 7 (original): The method of claims 1 or 3, wherein the request for a web page content is received via a Uniform Resource Locator (URL) link published or stored in the Internet.

Claim 8 (original): The method of claim 7, wherein the URL link includes banner advertisements.

Claim 9 (original): The method of claim 7, wherein the URL link includes affiliate links.

Claim 10 (original): The method of claim 7, wherein the URL link includes e-mail campaigns.

Claim·11 (currently amended): The method of ~~claim 3~~claim 2, wherein the redirecting is accomplished via a redirect URL.

Claim 12 (original): The method of claim 11, further comprising the step of: updating in real time the redirect URL without affecting the existing URL.

Claim 13 (currently amended): The method of ~~claims 1 or 3~~claims 1 or 2, further comprising the step of: logging for later reporting and dissemination all requests and actions taken.

Claim 14 (original): The method of claims 13, further comprising the steps of: identifying the source link from which a human visitor requests a web page content; and tracking via use of redirection with an IMAGE tag the human visitor across a plurality of web pages.

Claim 15 (original): The method of claim 14, whereby tracking occurs across multiple domains.

Claim 16 (original): The method of claim 14, further including the step of: supplementing with additional dynamic code around the IMAGE tag in order to ensure that every request for the IMAGE is unique and to avoid caching the IMAGE data, thereby forcing each request to be processed uniquely.

Claim 17 (original): The method of claim 14, further including the step of: logging additional information including an email address to which a link was redirected, a referror URL and all information stored there.

Claim 18 (original): The method of claim 14, further including the step of: logging additional information including the value of a any transactions occurring during a human visitor's visit on a web page, a referror URL and all information stored there.

Claim 19 (original): The method of claim 11, further comprising the step of: automatically changing the redirect URL based on real time state information which can be influenced by the interaction of other requestors of web page content.

Claim 20 (original): The method of claim 13, wherein a redirect URL includes information regarding the source of web traffic being logged.

Claim 21 (currently amended): Apparatus for enhanced web page delivery, comprising:

a web server adapted to receive a request for web page content from a requestor;

and a control engine operating on the web server, the control engine adapted to execute the process ~~steps of~~steps of:

distributing links across the Internet to improve visibility of a web site, said links created through a marketing control engine, and wherein said links point to said marketing control engine;

~~(i) identifying~~identifying the requestor as a human visitor or a search engine spider,

dynamically creating a virtual web page wherein content of said virtual web page is tailored to a specific search engine, and wherein said virtual web page provides linking data such that a search engine search result for said virtual web page contains a URL that points to a marketing control engine,

delivering said virtual web page to an identified search engine spider,

~~(ii) redirecting identified human visitors to a selected web site via a redirect URL, and~~ redirecting said identified human visitor from one of said links pointing to said marketing control engine to a web page in an existing web site, of said online marketer, via a redirect URL,

~~(iii) dynamically generating one or more web pages optimized for identified search engine spiders.~~logging redirections, of identified human visitors, and visits, by search engine spiders, for reporting to said online marketer,

tracking movements of said identified human visitors across said web site of said online marketer, and

analyzing web traffic generated through said marketing control engine.

Claim 22 (currently amended): Computer-executable process steps stored on a computer-readable medium, the computer-executable process steps to enhance web page delivery, the computer-executable process steps comprising:

code for distributing links across the Internet to improve visibility of a web site, said links created through a marketing control engine, and wherein said links point to said marketing control engine;

code to receive a request, at said marketing control engine, for web page content from a requestor;

code for identifying the requestor as a human visitor or a search engine spider;

code for dynamically creating a virtual web page wherein content of said virtual web page is tailored to a specific search engine, and wherein said virtual web page provides linking data such that a search engine search result for said virtual web page contains a URL that points to said marketing control engine;

code for delivering said virtual web page to an identified search engine spider;

code for distributing links across the Internet through a web site prevvvvvvvvder's points of presence, wherein said links are created through said marketing control engine;

code for redirecting said identified human visitorshuman visitor from one of said links pointing to said marketing control engine to a selected web site, of said online marketer, via a redirect URL; andredirect URL;

code for dynamically generating one or more web pages optimized for identified search engine spiders.

logging human visitor redirections, and visits by search engine spiders for reporting to said online marketer; and

analyzing web traffic generated through said marketing control engine.

Claim 23 (currently amended): Apparatus for enhanced web page delivery, comprising:

a signature database adapted to maintain characteristics mapped to names of requesting agents;

a content database adapted to maintain textual web content, and textual data concerning audio, visual, multimedia and dynamic web content;

a template database adapted to maintain Hyperlink templates; and

a web server ~~processor~~ adapted to ~~receive a request for web page content from a requestor, and adapted to~~ execute the process steps of:

distributing links across the Internet to improve visibility of a web site, said links created through a marketing control engine, and wherein said links point to said marketing control engine;

receive a request, at said marketing control engine, for web page content from a requestor;

identifying the requestor as a human visitor or a search engine spider using the signature database;

selecting a template from the template database, the template having a Hyperlink structure tailored to an identified search engine spider wherein the Hyperlink structure is formatted based on search engine ranking criteria of a search engine associated with said identified search engine spider;

dynamically creating a virtual web page by merging content data from the content database with the template, wherein content of said virtual web page is tailored to a specific search engine, and wherein said virtual web page provides linking data such that a search engine search result for said virtual web page contains a URL that points to said marketing control engine;

delivering said virtual web page to an identified search engine spider;

redirecting said identified human ~~visitors~~visitor from one of said links pointing to said marketing control engine to a selected web site via a redirect URL and tracking ~~the~~ identified human visitors across a plurality of web pages;code for redirecting said identified human visitor to a selected web site, of said online marketer, via a redirect URL;

~~selecting a template from the template database, the template having a Hyperlink structure tailored to a named search engine spider wherein the Hyperlink structure is formatted based on search engine ranking criteria of a search engine for which the named search engine spider has requested web page content;~~

~~dynamically generating one or more web pages for the named search engine spider by merging content data from the content database with the template to produce one or more web pages; and~~

~~returning the one or more dynamically generated web pages to the named search engine spider.~~

<u>logging human visitor redirections, and visits by search engine spiders for reporting to said online marketer; and</u>

<u>analyzing web traffic generated through said marketing control engine.</u>

Claim 24 (currently amended): The apparatus of claim 23 wherein ~~the selected web site is determined~~<u>redirection is</u> based on previous traffic visits and redirections.